

How to write a BP - 'Business Description & Vision' component

It is a basic component.

It describes the business.

Includes

Mission statement

Brief statement about who the company is and what it stands for.

Succintly describe the purpose of the business.

Can be used as a marketing slogan.

Examples
Google: to organize the world's information and make it universally accessible and useful.

Company vision (statement about company growth)

It is about future

Outlines what a company wants to be.

Futuristic: memorable and engaging expression of hope and inspiration.

It should guide the mission and the business plan of the company.

A business without a vision is a company that is focused on the past.

Business goals and objectives where prescribed time period

Background information of you company.

When, where was started, who are the founders

Identify key principals or owners of your business.

Business objectives should be specific and attainable.

Mission and vision statements set the tone for your business and are very important.